WANT TO DIVE DEEPER INTO THE PROGRAMME AND THE PROJECTS?

WWW.INNOVATIELABS.ORG

ABOUT INNOVATIONLABS

The Innovationlabs programme gives an impulse to new resilience in the cultural and creative sector. Creative Industries Fund NL and CLICK NL issued the Open Call for Innovationlabs twice, in 2021 and 2022. This call was open to innovative and experimental projects to tackle current challenges in the cultural and creative sector and to increase the sector's resilience. In the first edition, 16 projects were selected and in the second edition, 17 projects. Together, the 33 initiatives represent more than 200 parties from diverse cultural and creative disciplines. During Dutch Design Week 2024, we present and celebrate the selected projects from the second edition of Innovationlabs.

THE RESEARCH COMPONENT

A team of lecturers follow the activities within Innovationlabs and actively contribute to knowledge sharing, both between the Innovationlabs projects themselves and between these projects and the cultural and creative sector.

KNOWLEDGE & COMMUNITY PROGRAMME

In addition to financial support, the Innovationlabs programme also offers coaching and guidance in knowledge development and knowledge sharing. The participants are encouraged to contribute their ideas on the opportunities and obstacles in each other's innovation projects and to share their knowledge and insights with the sector.

THE PROJECTS

FIERA DEL SUONO
Fiera del Suono explores the museum-setting and autonomous possibilities of augmented audio to increase public reach and enrich the experience of museum visitors.

PUBLIEKSMONITOR & PREDICTIVE AI
Using predictive AI techniques, this initiative aims to develop a tool for makers, programmers and marketers to make considered choices in programming and marketing.

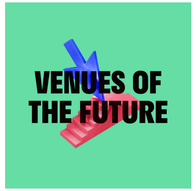
ROTTERDAM WRITERS' ROOMS
Rotterdam Writers' Rooms is an incubator programme for writers with a strong drive to tell stories that are often underrepresented in films and series.

MIXED REALITY FOR CULTURE
Mixed Reality for Culture investigates how the events industry can appeal to a new, digitally oriented audience with mixed-reality techniques and gamification.

ARCHIVING THE PRESENT
Archiving the Present works with archives of cultural institutions to promote data and digital literacy for the new archivists and data specialists in the cultural sector.

COLLABORATIONS FOR FUTURE
In Collaborations for Future, designers and climate scientists collaborate in an incubator programme to explore new ways of working together in times of climate change.

MOVING MEDIA LAB
Moving Media Lab is a trajectory for creatives within the arts, design and science, who have an interest in the relationship between new technologies, movement and the body.



VENUES OF THE FUTURE
Venues of the Future explores the virtual future of the performing arts with an eye for online and hybrid forms of audience interaction.

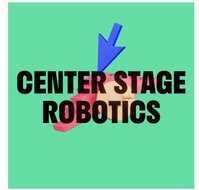
NIET VOOR DE BÜHNE
Niet voor de bühne examines artistic expression in the 21st century. What is the role of artists in fundamental crises such as climate disruption?

GROEN & INCLUSIEF VOORWAARTS
The initiators of Groen & inclusief voorwaarts utilise festivals as test cases to try out innovations in sustainability and inclusion and engage a wide audience.

GEZOCHT: TALENTVOLLE GEMEENTEN
The Gezocht: talentvolle gemeenten project partners aim to increase the level of support at municipalities for working together with creative and cultural makers on current issues.

MAAS LAB
By establishing a collaboration between people and the River Maas, the initiators of Maas Lab are exploring new strategies for communicating, organising and co-creating.

LIVEMUZIEK & WELZIJN
In this project, musicians, medics and sociologists explore how live music affects our hearts, heads and relationships, and which new applications this can generate.



CENTER STAGE ROBOTICS
Center Stage Robotics explores the theatrical and performative potential of industrial robots. The ultimate goal is to create a new playing field for robotics on the stage.

HOUSE OF LEGACIES
House of Legacies is working on an inclusive theatre archive where past and present performing arts are included and accessed on equal terms through an online portal.

THE LINEN PROJECT
The Linen Project explores how the linen supply chain can serve as a model for a new economic system where social and environmental values are central, instead of financial growth.

OPEN CULTURE TECH
Open Culture Tech researches and develops an immersive toolkit that gives musicians in the Netherlands low-threshold access to affordable AR- AI- and avatar applications.

INNOVATIONLABS #2 PRESENTS: THE GROWING ARCHIVE

7. DESIGN-BASED AND ARTISTIC RESEARCH

DURING THE INNOVATIONLABS PROGRAMME, RESEARCHERS FROM DIFFERENT KNOWLEDGE INSTITUTIONS EXPLORED THE FOLLOWING THEMES.

INNOVATIONLABS #1

1. Collaborating on platforms
2. The position of the creative maker
3. Technology
4. Business models
5. Public participation

INNOVATIONLABS #2

6. Narrative-driven collaboration
7. **DESIGN-BASED AND ARTISTIC RESEARCH**
8. Experience-enhancing technologies
9. Societal impact
10. Activating audience engagement

This roadmap explores how artistic and design-based research can play a vital role in bringing about innovation in the sector.

Many of the Innovationlabs #2 projects are characterised by the ambition to bring about positive societal change in times of great societal challenges. Through the design-based and artistic strategies employed in the process, many projects employ a combination of an investigative approach and actively exploring alternatives, designing possible solutions, or questioning the problem in new ways.

DEFINITION ARTISTIC AND DESIGN-BASED RESEARCH

The process where carrying out research and imagining, designing and questioning alternatives work together. Whereas design-based research is often praised for its problem-solving ability, artistic research is often about meaning-making, fostering the imagination, or letting people experience the world in new ways.

1

AN INVESTIGATIVE APPROACH AND EXPLORATION OF ALTERNATIVES

There seems to be a strong sense of urgency within the arts to redesign our economic and social systems to achieve collaborative and regenerative economies. By caring about others and the world around you, and seeking different ways of organising and inspiring, artistic research can help transform the way we connect with others. This can open up notions of 'collaboration' to new possibilities. For example, can you collaborate with a robot, a river or flax? Yes, is the answer if you look at projects such as Center Stage Robotics, but also Maas Lab and The Linen Project from the second edition of the Innovationlabs programme.

Image: The Linen Project

THE LINEN PROJECT

The Linen Project stretches the boundaries of traditional economic models. Flax, whose stem fibre is the raw material for linen, is seen not only as a material but also as a collaborative partner that can introduce new social and ecological values. By encouraging collaborations between local farmers, artisans and designers, an integrated production process is created where local communities and the environment both benefit.

Image: David Martens

MAAS LAB

The initiators of Maas Lab see the river as a living organism with which we can and should build a relationship. By means of workshops and artistic interventions, Maas Lab encourages dialogue between different stakeholders, including local communities, scientists and policymakers, and of course, the Maas itself. Issues such as 'How do you communicate, organise and co-create truly collaboratively?' are investigated here.

2

DESIGNING POSSIBLE SOLUTIONS

To meet current challenges, it is essential to also consider who will and will not be involved in thinking about and designing the future. Who has a say, and who has no voice? And do these power structures get in the way of a fair and sustainable world?

Image: Gezocht: Talentvolle Gemeenten

GEZOCHT: TALENTVOLLE GEMEENTEN

The Gezocht: talentvolle gemeenten project argues that subsidy relationships between municipalities and artists stand in the way of equal collaboration. By launching a call for 'talented municipalities' from creative makers, traditional balances of power between commissioning clients and implementers are entirely reversed. This will encourage co-creation between administrators and creative makers and strengthen the weight of helpful artistic solutions to municipal challenges.

Image: Biblio-Graph.org

ARCHIVING THE PRESENT

Archiving the Present expands access to the collections of cultural institutions. The project connects these institutions through a shared archiving system and community-sourced data. With tools like Biblio-Graph for network visualisation and the Mobile Archive Unit for digitisation, the project promotes data and digital literacy, collaboration and long-term preservation. This makes today's cultural heritage,memory and materials more accessible and engaging for future generations.

3

QUESTIONING THE PROBLEM IN NEW WAYS

Creative practices can also focus precisely on new ways of embodiment, allowing people to tap into the full intelligence of the body, senses and experiences. In this way, a start can be made to deal with the full complexity of life and experience and understand different realities. Consider, for example, how adding sound to text or images can deepen or transform their understanding. Or how dance can be deployed to search for a universal language.

Image: Fiera Del Suono

FIERA DEL SUONO

Fiera del Suono is a research project into new ways of bringing heritage stories to life through sound. How can sound contribute to audience reach and how people experience exhibitions and heritage sites? Fiera del Suono's project partners are exploring the potential of augmented audio and see opportunities to create immersive and layered audience experiences in museums and autonomous-artistic environments.

Image: Maila Taleb

MOVING MEDIA LAB

In Moving Media Lab, embodiment and movement are central concepts. Dance as a universal language is ideally suited for research into empathetic reflection on and experience of the body in space, both virtual and physical. Professional dance-makers and designers explore new concepts, presentation possibilities and forms of audience experience in various labs.

CONCLUSION

Many Innovationlabs #2 projects go beyond research or artistic experimentation; they are a call to action, a challenge to all of us to rethink our existing norms and values – while at the same time working on possible solutions. They show that it is possible to think outside the box and explore new forms of collaboration and models. But they also remind us that the road to change is not easy and that there is still much work to be done to put these innovative ideas into practice.

RESEARCHERS

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The Innovationlabs programme is a joint project of the six national culture funds and CLICKNL, and provides funding for experimentation and innovation through projects that contribute to the sustainable recovery of the sector. The project is implemented by The Creative Industries Fund NL and CLICKNL on behalf of the Ministry of Education, Culture and Science.